# **ORDER**

Order / Rev: 244271 Orders Alt Order #: 909840 Product Desc: Public Awareness KTFV-TV 2012 Estimate: Primary AE: Josh Frescas Flight Dates: 08/15/16 - 10/02/16 Sales Office: U-DAL Original Date / Rev: 07/29/16 / 08/02/16 Sales Region: **NATIONAL GENERAL** Order Type: Agency Davis Group, Inc Name: Billing Type: Cash **Buying Contact:** Billing Calendar: Broadcast Billing Contact: EOM/EOC Billing Cycle: 4201 Bee Caves Rd., Ste. C-101 15% Austin, TX 78746 Agency Commission: New Business Thru: 11/22/16 **TX DSHS Advertiser** Name: НН Order Separation: 00:30:00 Demographic: **Product Codes:** Public Service - NonProfit, Public Advertiser External ID: Agency External ID: P-04 Priority: Unit Code: General AGY Revenue Code 1: Revenue Code 2: **GEN** Revenue Code 3: **GEN** 

#### Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/01/16	08/28/16	28	\$691.50	\$587.77
08/29/16	09/25/16	56	\$1,383.00	\$1,175.55
09/26/16	10/02/16	14	\$345.75	\$293.89
				_

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2016	28	\$691.50	\$587.77	36.20
September 2016	56	\$1,383.00	\$1,175.55	72.40
October 2016	14	\$345.75	\$293.89	18.10
Totals	98	\$2,420.25	\$2,057.21	126.70

### **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Josh Frescas	U-DAI	NATIONAL	Start Of Order - End Of Order	100%

l n	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rta Type	Spots	Amount
E 1		08/15/1		Early Fringe M-F		3p-4p	MTWTF	:15	1	\$22.75P-04			\$159.25
				M-F 3p-4p									
	EL CHA	VO (CO	MEDY) RD2										
	<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
V	Veek: 08/	15/16	08/21/16	MTWTF	1	\$22.75	1.00						
V	Veek: 08/	22/16	08/28/16	MTWTF	1	\$22.75	1.00						
V	Veek: 08/	29/16	09/04/16	MTWTF	1	\$22.75	1.00						
V	Veek: 09/	05/16	09/11/16	MTWTF	. 1	\$22.75	1.00						
V	√eek: 09/	12/16	09/18/16	MTWTF	1	\$22.75	1.00						
V	/eek: 09/	19/16	09/25/16	MTWTF	1	\$22.75	1.00						
V	Veek: 09/	26/16	10/02/16	MTWTF	1	\$22.75	1.00						
E 2	KTFV	08/15/1	6 09/30/16	Early Fringe M-F	Hour 2CM	4p-5p	MTWTF	:15	1	\$29.25P-04	1.20 NM	7	\$204.75
				M-F 4p-5p									
	EL CHA	VO (CO	MEDY) RD2										
	Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
V	Veek: 08/	15/16	08/21/16	MTWTF	1	\$29.25	1.20						
V	Veek: 08/	22/16	08/28/16	MTWTF	1	\$29.25	1.20						
V	Veek: 08/	29/16	09/04/16	MTWTF	1	\$29.25	1.20						
V	veek: 09/	05/16	09/11/16	MTWTF	1	\$29.25	1.20						
V	/eek: 09/	12/16	09/18/16	MTWTF	1	\$29.25	1.20						
V	/eek: 09/	19/16	09/25/16	MTWTF	1	\$29.25	1.20						
V	Veek: 09/	26/16	10/02/16	MTWTF	1	\$29.25	1.20						

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KTFV-TV

Order / Rev:

244271

Advertiser:

TX DSHS

Alt Order #:

909840

9840

Product Desc:

Public Awareness

Flight Dates:

08/15/16 - 10/02/16

Estimate:

2012

Ln Ch	Start	End	Inventory Code	e Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 3 KTFV	08/15/	16 09/30/16	Early Fringe M-F	Hour 1CM	3p-4p	MTWTF	:30	1	\$35.00P-04	1.00 NM	7	\$245.00
EL CHA	VO (CO	MEDY) RD2	M-F 3p-4p									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/		08/21/16	MTWTF	1	\$35.00	1.00						
Week: 08/2		08/28/16	MTWTF	1	\$35.00	1.00						
Week: 08/2		09/04/16	MTWTF	1	\$35.00	1.00				ĺ		
Week: 09/0 Week: 09/1		09/11/16 09/18/16	MTWTF MTWTF	1	\$35.00 \$35.00	1.00 1.00						
Week: 09/		09/25/16	MTWTF	1	\$35.00	1.00						
Week: 09/2		10/02/16	MTWTF	1	\$35.00	1.00						
E 4 KTFV	08/15/1	6 09/30/16	Early Fringe M-F	Hour 2CM	4p-5p	MTWTF	:30	1	\$45.00P-04	1.20 NM	7	\$315.00
EL CHA	VO (CO	MEDV) DD2	M-F 4p-5p									
		MEDY) RD2		Spate/Mook	Poto	Poting						
<u>3(a)</u> Week: 08/1	<u>t Date</u>	End Date 08/21/16	<u>Weekdays</u> MTWTF	Spots/Week 1	<u>Rate</u> \$45.00	Rating 1.20						
Week: 08/2		08/28/16	MTWTF	1	\$45.00	1.20						
Week: 08/2		09/04/16	MTWTF	1	\$45.00	1.20						
Week: 09/0		09/11/16	MTWTF	1	\$45.00	1.20				. [		
Week: 09/1		09/18/16	MTWTF	1	\$45.00	1.20						
Week: 09/1 Week: 09/2		09/25/16 10/02/16	MTWTF MTWTF	1	\$45.00 \$45.00	1.20 1.20						
E 5 KTFV			M-F Prime C	CM .	8p-9p	MTWTF	:15	1	\$65.00P-04	1.80 NM	7	\$455.00
20 1111	00/10/1	0 00/00/10	M-F 8p-9p	O.V.	op op		.10	•	ψου.συ, στ	1.00 1111	•	Ψ100.00
LA RON	CA DE	ORO (SERIE										
	t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 08/1		08/21/16	MTWTF	1	\$65.00	1.80						
Week: 08/2		08/28/16	MTWTF	1	\$65.00	1.80				İ		
Week: 08/2 Week: 09/0		09/04/16	MTWTF MTWTF	1 1	\$65.00 \$65.00	1.80 1.80						
Week: 09/1		09/11/16 09/18/16	MTWTF	1	\$65.00 \$65.00	1.80						
Week: 09/1		09/25/16	MTWTF	1	\$65.00	1.80						
Week: 09/2		10/02/16	MTWTF	1	\$65.00	1.80						
E 6 KTFV	08/15/1	6 09/30/16	M-F Prime B	CM	7p-8p	MTWTF	:15	1	\$48.75P-04	1.00 NM	7	\$341.25
			M-F 7p-8p									
_	_	ITOS (NOVE										
	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/1		08/21/16	MTWTF	1	\$48.75	1.00						
Week: 08/2 Week: 08/2		08/28/16 09/04/16	MTWTF MTWTF	1	\$48.75 \$48.75	1.00 1.00						
Week: 09/0		09/11/16	MTWTF	1	\$48.75	1.00						
Week: 09/1		09/18/16	MTWTF	1	\$48.75	1.00						
Week: 09/1		09/25/16	MTWTF	1	\$48.75	1.00						
Week: 09/2		10/02/16	MTWTF	1	\$48.75	1.00						
E 7 KTFV	08/15/1	6 09/30/16		СМ	8p-9p	MTWTF	:30	1	\$100.00P-04	1.80 NM	7	\$700.00
LARON	CA DE (	ORO (SERIE	M-F 8p-9p S) RD2									
	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/1		08/21/16	MTWTF	1	\$100.00	1.80						
Week: 08/2		08/28/16	MTWTF	1	\$100.00	1.80						
Week: 08/2	9/16	09/04/16	MTWTF	1	\$100.00	1.80	_					
Week: 09/0		09/11/16	MTWTF	1	\$100.00	1.80				İ		
Week: 09/1		09/18/16	MTWTF	1	\$100.00	1.80						
Week: 09/1 Week: 09/2		09/25/16 10/02/16	MTWTF MTWTF	1 1	\$100.00 \$100.00	1.80 1.80						
E 8 KTFV			M-Su 5a-5x	CM		0 XM MTWTFSS	:30	3	\$0.00P-10	1.30 NM	21	\$0.00
> 1311 V	JU/ 10/ 1	5 10/0m/10	M-Su 5a-2x		(5:00 AM-2:0		.00	J	ψ3.001 -10		_,	ψ0.00
PSA						,						
	t Date	End Date	Weekdays	Spots/Week	Rate	Rating				- 1		
Week: 08/1		08/21/16	MTWTFSS	3	\$0.00	1.30						
Week: 08/2		08/28/16	MTWTFSS	3	\$0.00	1.30				1		
Week: 08/2 Week: 09/0		09/04/16 09/11/16	MTWTFSS MTWTFSS	3	\$0.00 \$0.00	1.30 1.30						
Week: 09/0		09/11/16	MTWTFSS	3	\$0.00	1.30				- 1		
Week: 09/1		09/25/16	MTWTFSS	3	\$0.00	1.30						

Print Date: 08/02/16 11:23:27

Page 3 of 3

Order / Rev:

244271

Advertiser:

TX DSHS

Alt Order #:

909840

Product Desc:

Public Awareness

KTFV-TV

Flight Dates:

08/15/16 - 10/02/16

Estimate:

2012

Ln Ch S	tart E	nd	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 8 KTFV 08	3/15/16 10	/02/16	M-Su 5a-5x	CM	5:00 AM-2:0	00 XM MTWTFSS	:30	3	\$0.00P-10	1.30 NM	21	\$0.00
			M-Su 5a-2x		(5:00 AM-2:	00 XM)						
PSA												
Start D	ate End	<u>Date</u>	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/26/2	16 10/0	02/16	MTWTFSS	3	\$0.00	1.30						
E 9 KTFV 08	/15/16 10/	/02/16	M-Su 5a-5x	CM	5:00 AM-2:0	00 XM MTWTFSS	:15	4	\$0.00P-10	1.30 NM	28	\$0.00
			M-Su 5a-2x		(5:00 AM-2:0	00 XM)						·
PSA					,	,						
Start D	ate End	<u>Date</u>	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 08/15/1	16 08/2	21/16	MTWTFSS	4	\$0.00	1.30				ı		
Week: 08/22/1	16 08/2	28/16	MTWTFSS	4	\$0.00	1.30						
Week: 08/29/1	16 09/0	)4/16	MTWTFSS	4	\$0.00	1.30				I		
Week: 09/05/1	16 09/1	1/16	MTWTFSS	4	\$0.00	1.30						
Week: 09/12/1	16 09/1	8/16	MTWTFSS	. 4	\$0.00	1.30						
Week: 09/19/1	16 09/2	25/16	MTWTFSS	. 4	\$0.00	1.30				I		
Week: 09/26/1	16 10/0	2/16	MTWTFSS	4	\$0.00	1.30						
							2. 22. a. a. 22. a. 2		Ţ	otals	98	\$2,420.25

#### ORDER WORKSHEET

Rep Order# 909840

Ver# 1

Status New

Traffic Order#

Printed: Last Received: **Showing Buylines:** 

07/29/16 10:04 AM

07/28/16 4:52 PM

All Lines

Station KTFV-TV MCALLEN Advertiser (7978) TX DSHS

Product Public Awareness Estimate# 2012

Agency C/P1/P2/E Jamie Baker

(531) DAVIS GROUP INC Agency 4201 BEE CAVE RD, SUITE 101 WESTLAKE HILLS, TX 78746

210/352/2012 08/15/16-10/02/16 Flight Dates

Rep Firm UNIVISION

Sales Office (DA) DALLAS-NATIONAL Salesperson (398) DFW-NL-FRESCAS, JOSH

1 of 4

Sales Assistant TAYLOR RU Salesperson Phone# 512-533-2847

Salesperson Fax#

#### --- CONTRACT COMMENT ---

TX DSHS HEALTHY TEXAS WOMEN CAMPAIGN. EST 2012. 30 MIN SEP.

NONDISCRIMINATION: UNIVISION AND ITS STATIONS DO NOT DISCRIM- INATE IN ADVERTISING CONTRACTS ON THE BASIS OF RACE OR ETH- NICITY. ANY PROVISION IN ANY ORDER OR AGREEMENT FOR ADVER- TISING THAT PURPORTS TO DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, EVEN IF HANDWRITTEN, TYPED OR OTHERWISE MADE PART OF A PARTICULAR CONTRACT, IS HEREBY REJECTED. \*\*UNIVISION Y SUS ESTACIONES NO DISCRIMINAN POR MOTIVOS DE RAZA U ORIGEN ETNICO EN SUS CONTRATOS DE PUBLICIDAD. CUALQUIER PROVISION EN CUALQUIER ORDEN O ACUERDO PUBLICITARIO QUE PRETENDA DISCRIMINAR POR MOTIVOS DE RAZA U ORIGEN ETNICO, ASI SEA ESCRITO A MANO, ESCRITO A MAQUINA O DE CUALQUIER OTRA FORMA HECHO PARTE DE UN CONTRATO EN PARTICULAR, SERA RECHAZADO.

#### --- REMARKS ---

Buyer

NEW ORDER FOR TX DSHS HEALTHY TEXAS WOMEN. THANKS

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
1	M-F	3P-4P	EL CHAVO (COMEDY)	15	1.0	7.0	\$22.75	08/15-08/19	1	1	\$159.25
								08/22-08/26	1	1	
								08/29-09/02	1	1	
								09/05-09/09	1	1	
								09/12-09/16	1	1	
								09/19-09/23	1	1	
								09/26-09/30	1	1	
		Buy Comment:	RD2								
2	M-F	4P-5P	EL CHAVO (COMEDY)	15	1.2	8.4	\$29.25	08/15-08/19	1	1.	\$204.75
								08/22-08/26	1	1	
								08/29-09/02	1	1	
								09/05-09/09	1	1	
								09/12-09/16	1	1	
								09/19-09/23	1	1	
								09/26-09/30	1	1	
		Bur Comment.	פחס								

Buy Comment: RD2

Showing Buylines:

07/29/16 10:04 AM 07/28/16 4:52 PM 2 of 4 Printed: Last Received: Traffic Order# Rep Order# 909840 Ver# 1 Status New EC'd Yes

StationKTFV-TV MCALLENAdvertiser(7978) TX DSHSProductPublic AwarenessEstimate#2012BuyerJamie Baker

 Agency
 (531) DAVIS GROUP INC

 4201 BEE CAVE RD, SUITE 101

 WESTLAKE HILLS, TX 78746

 Agency C/P1/P2/E
 210/352/2012

 Flight Dates
 08/15/16-10/02/16

Rep Firm UNIVISION Sales Office (DA) DALLAS-NATIONAL Salesperson (398) DFW-NL-FRESCAS, JOSH Sales Assistant TAYLOR RU Salesperson Phone# 512-533-2847

All Lines

Buyer	Jam	ie Baker	Flight Dates	08/15/16-1	0/02/16		Salesperson Fauth				
Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
3	M-F	3P-4P	EL CHAVO (COMEDY)	30	1.0	7.0	\$35.00	08/15-08/19	1	1	\$245.00
								08/22-08/26	1	1	
								08/29-09/02	1	1	
								09/05-09/09	1	1	
								09/12-09/16	1	1	
								09/19-09/23	1	1	
		Buy Comment	:: RD2					09/26-09/30	1	1	
	W F	4P-5P	EL CHAVO (COMEDY)	30	1.2	8.4	\$45.00	08/15-08/19	1	1	\$315.00
4	M - F	4F-2F	EL CHAVO (COMEDI)	30	1.2	0.4	V13.00	08/22-08/26	1	1	,
								08/29-09/02	1	1	
								09/05-09/09	1	1	
								09/12-09/16	1	1	
								09/19-09/23	1	1	
								09/26-09/30	1	1	
		Buy Comment	t: RD2								
5	M-F	8P-9P	LA RONCA DE ORO (SERIES)	15	1.8	12.6	\$65.00	08/15-08/19	1	1	\$455.00
								08/22-08/26	1	1	
								08/29-09/02	1	1	
								09/05-09/09	1	1	
								09/12-09/16	1	1	
								09/19-09/23	1	1	
		Buy Comment	- pp2					09/26-09/30	1	1	
		Buy Comment	.: RD2								
6	M - F	7P-8P	10 MANDAMIENTOS (NOVELA)	15	1.0	7.0	\$48.75	08/15-08/19	1	1	\$341.25
								08/22-08/26	1	1	
								08/29-09/02	1	1	
								09/05-09/09	1	1	
								09/12-09/16	1	1	
								09/19-09/23	1	1	
								09/26-09/30	1	1	

Buy Comment: RD2

ORDER WORKSHEET

**Showing Buylines:** 

07/29/16 10:04 AM 3 of 4 Printed: Ver# 1 Status New Traffic Order# Rep Order# 909840 Last Received: 07/28/16 4:52 PM EC'd Yes

 

 Agency
 (531) DAVIS GROUP INC

 4201 BEE CAVE RD, SUITE 101

 WESTLAKE HILLS, TX 78746

 Agency C/P1/P2/E
 210/352/2012

 Flight Dates
 08/15/16-10/02/16

 Station KTFV-TV MCALLEN Advertiser (7978) TX DSHS
Product Public Awareness
Estimate# 2012

Jamie Baker Buyer

Rep Firm UNIVISION Sales Office (DA) DALLAS-NATIONAL Salesperson (398) DFW-NL-FRESCAS, JOSH Sales Assistant TAYLOR RU Salesperson Phone# 512-533-2847 Salesperson Fax#

All Lines

							Saiespei	SOD FAX#			
Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
7	M-F	8P-9P	LA RONCA DE ORO (SERIES)	30	1.8	12.6	\$100.00	08/15-08/19	1	1	\$700.00
								08/22-08/26	1	1	
								08/29-09/02	1	1	
								09/05-09/09	1	1	
								09/12-09/16	1	1	
								09/19-09/23	1	1	
								09/26-09/30	1	1	
		Buy Comment:	RD2								
8	M-Su	5A-2A	PSA	30	1.3	27.3	\$0.00	08/15-08/21	3	3	\$0.00
								08/22-08/28	3	3	
								08/29-09/04	3	3	
								09/05-09/11	3	3	
								09/12-09/18	3	3	
								09/19-09/25	3	3	
								09/26-10/02	3	3	
9	M-Su	5A-2A	PSA	15	1.3	36.4	\$0.00	08/15-08/21	4	4	\$0.00
-								08/22-08/28	4	4	
								08/29-09/04	4	4	
								09/05-09/11	4	4	
								09/12-09/18	4	4	
								09/19-09/25	4	4	
								09/26-10/02	4	4	

---REPORT TOTALS---

Report Totals: 98 / \$2,420.25

---SALES MONTHLY TOTALS---

Oct2016: 14/ \$345.75 Aug2016: 28/ \$691.50 Sep2016: 56/ \$1,383.00

ORDER WORKSHEET

 Rep Order#
 909840
 Ver#
 1
 Status
 New
 Traffic Order#
 Printed:
 07/29/16 10:04 AM
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 Station
 KTFV-TV MCALLEN
 Agency
 (531) DAVIS GROUP INC

 Advertiser
 (7978) TX DSHS
 4201 BEE CAVE RD, SUITE 101

 Product
 Public Awareness
 WESTLAKE HILLS, TX 78746

 Estimate#
 2012
 Agency C/P1/P2/E
 210/352/2012

 Buyer
 Jamie Baker
 Flight Dates
 08/15/16-10/02/16

Rep Firm UNIVISION
Sales Office (DA) DALLAS-NATIONAL
Salesperson (398) DFW-NL-FRESCAS, JOSH
Sales Assistant TAYLOR RU
Salesperson Phone# 512-533-2847
Salesperson Fax#

Order Totals: 98 / \$2,420.25 Total GRPS: 126.7

-- COMPETITIVE ---

Market Totals \$2,420.25 KNVO .00% KSFE .00% KTFV 100.00%

Books [null] Demos RW1834

--- CREDIT RISK ---

STANDARD CREDIT TERMS